

# Operational Considerations for Implementing Direct Mail Workshop

## Capture new revenue streams for you and your customers

Grow your business and your customers by becoming a part of the over 100 billion pieces of direct mail the U.S. Postal Service alone delivers each year. The time is now. The opportunity is enormous.

Direct mail combines high-impact marketing programs with mail. Direct mail outperforms other direct marketing tools in driving response and campaign ROI according to the Direct Marketing Association (DMA). But getting sales/marketing, IT, creative and production on the same page requires a smooth integrated workflow.

Learn how to become a strategic marketing partner with this new-to-Direct Mail workshop, which takes you through the process, starting with an overview of how sales and marketing are involved in Direct Mail, and how that will affect the total workflow.



# Application Services

## A step-by-step approach to get you into the game

Sure it's easy to say "Let's do direct mail." But if you're the Operations Manager, Data Center, IT professional or Sales Manager that has to figure out how to do it and how to sell it, you just may need some help.

### Need some help?

Creating direct marketing messages requires a few adjustments in the design of the document, data preparation, marketing content, composition, print and mailing workflow.

Operational Considerations for Implementing Direct Mail:

- Introduction to Direct Mail Review
- Variable Information Software Solutions
- Database Tools
- Design Considerations
- Postal Requirements
- Post Printing Services
- New Digital Technologies
- Partners and Working with Agencies/Customers

## Add the power of cross-media to your Direct Mail programs

Learn how to add multiple delivery methods to your program to increase effectiveness with personalized URLs (PURLs) and web-to-print of your Direct Mail campaigns.

## Move from commodity printer to strategic partner

Direct Mail gets you out of the commodity business and into more strategic relationships. You will learn to effectively interact with marketing and to provide valuable ongoing services for tracking response, managing assets and data.

### Help where you need it most

Digital printing is an opportunity that is here for you right now. Xerox wants to help printers like you maximize profitability and provide a foundation for long-term success. Our Application Services are designed to give you the help you need. It's all part of our total commitment to deliver the consulting, sales, marketing, workflow and application development services support you need every step of the way.

### Operational Considerations for Implementing Direct Mail

This is an invaluable workshop for print services providers, services bureaus, enterprise marketers and anyone who wants to get in on one of the fastest growing categories in the industry. It's taught by people who have been at the forefront and the front lines of Direct Mail. Our experts can guide you through the workflow process in a step-by-step approach with examples from the real world on what to do and what not to do.

For more information on our comprehensive collection of Business Development Services, contact your Xerox representative or visit us at [www.xerox.com/businessdevelopmentservices](http://www.xerox.com/businessdevelopmentservices)

